



# SKOOKUM MUSIC FESTIVAL

Report Back & Addition to  
Annual Calendar of Major  
Special Events

Park Board Committee Meeting  
June 10, 2019



## ***Purpose/Objective***

- Provide report back on the Festival to the Board
- Seek Board approval to add this event to the Park Board's Annual Calendar of Major Special Events





# *Board Authority & Previous Decisions*

- Board authority
  - Exclusive jurisdiction and control over park land use (Vancouver Charter)
  - Board approval required for new events and/or events in variance of by-laws (Special Event Guidelines)
- Previous decisions
  - July 2017 – Board approved inaugural SKOOKUM Festival
  - May 2019 – Moratorium approved on new commercial initiatives; SKOOKUM is a pre-existing event and not impacted by this decision





## *Background*

### *Event Overview*

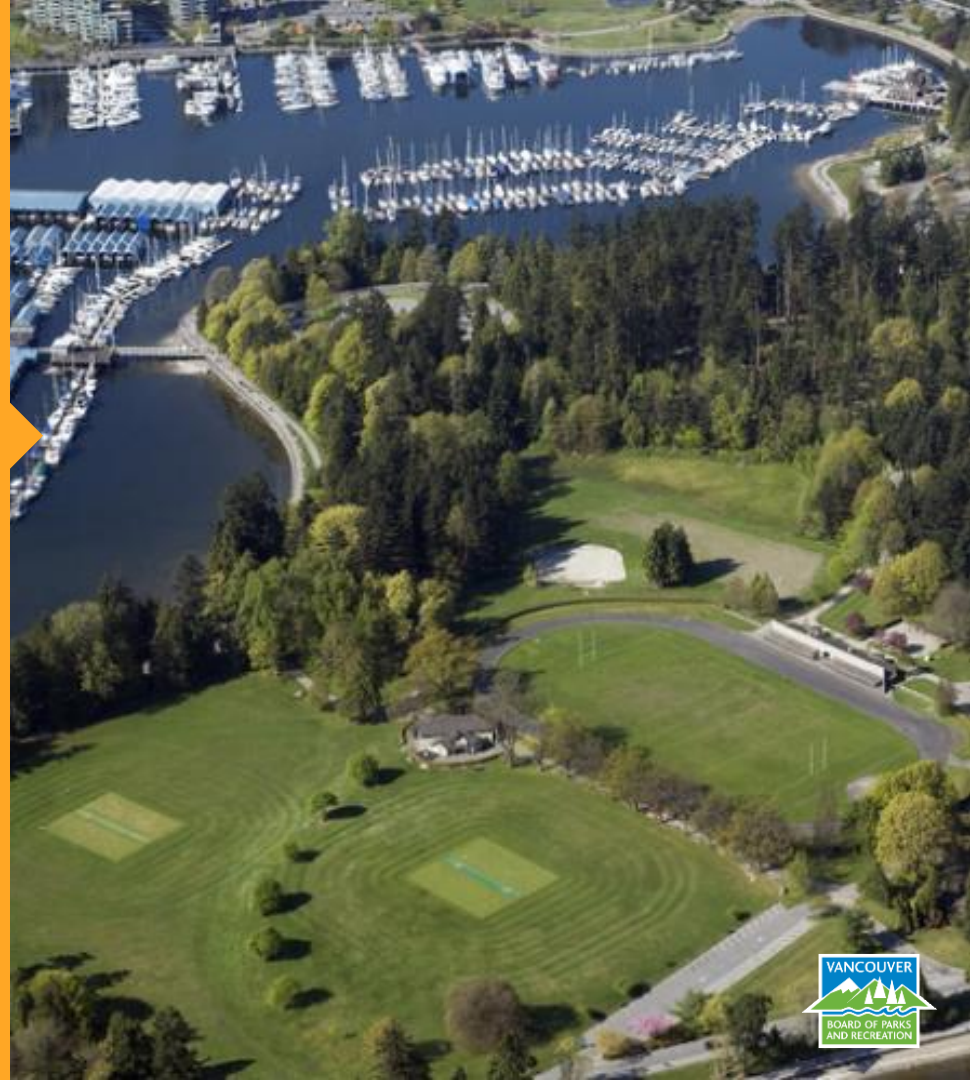
- Inaugural festival delivered on September 7, 8 & 9, 2018 at Brockton Point in Stanley Park
- Featured diverse mix of contemporary music, food and art
  - Curated music program blending established artists with emerging performers (4 stage programming)
  - Celebration of Vancouver's foodie culture with varied culinary offerings
  - Collaborative art installations showcasing local & Indigenous artists



# ***Background***

## *Event Location*

- Brockton Fields have hosted numerous large scale concert initiatives since 2011
- Events have been very well received
- Established Stanley Park as a desirable event venue
- Delivered many benefits for the public, partners/stakeholders, and the Park Board



# BRANDLIVE



## *Background* *Event Producer*

- BRANDLIVE Group is a leading Vancouver-based event production company
- Produce many of the region's most innovative events:
  - Stanley Park 125
  - Honda Celebration of Light
  - Several Canada 150+ initiatives
  - New Year's Eve Vancouver
- Long history of working with Park Board staff and locations

## ***Background***

### *Event Highlights*

- Enjoyed by over 50,000 festivalgoers
- Received predominantly positive response
- Awards/accolades
  - Best Public Event/Festival (Canadian Special Events Awards)
  - Green Operations Festival of the Year (Canadian Live Music Awards)
- Several areas for improvement were also identified







## ***Background***

### *Event Highlights*

#### ■ Safety & Security

- No major medical or safety issues
- Specific attention paid to safety of women and at risk groups
- No damage or significant breaches to Park Board assets
- Very little operational impact to other areas of park (west of Pipeline Road)

#### ■ Park Protection

- Ecologically and culturally sensitive areas were protected effectively
- Brockton Fields held up remarkably well despite the rainy weather



# Background

## Event Highlights

- Indigenous Representation
  - Festival set out to engage & recognize MST as rights holders
  - Established new standard for Indigenous representation
  - Key outcomes
    - Territorial welcomes delivered
    - 30% programming by Indigenous acts
    - Featured performing arts groups from MST
    - Videos developed & played recognizing the territory & its history
    - Kiosks installed to explain local history, people & connections
    - Other opportunities (Elders Area, etc.)





## *Background Event Highlights*

### ■ Sustainability

- Proactive & deliberate program
- Key highlights
  - First event to use 100% green power
  - Recycling & waste diversion activities
  - Sustainable food containers
  - 100% Ocean Wise seafood

### ■ Transportation

- Best practice and eco-friendly plan
- Key elements
  - Event shuttle buses
  - Car sharing service partnership
  - Alternative forms of transportation

# *Event Delivery & Key Learnings*

## ■ Noise Impacts

- Sound bleed from event more significant than originally anticipated
- Received 100+ noise complaints; mostly from Coal Harbour, West End & North Shore
- Event producer committed to ensuring future festivals minimize noise impacts
  - Real-time sound monitoring stations
  - Active response to noise complaints
  - Improved sound engineering
  - Concluding performances earlier
  - Adjusting music/artist programming







## Event Delivery & Key Learnings

- Park By-Law Violations
  - Robust plan developed/implemented to inform/enforce by-laws at event
  - Vast majority of festivalgoers complied; however, infractions related to smoking frequently observed
  - Additional action will be required to increase compliance at future events
    - Reinforced communications
    - Onsite signage
    - Regular announcements
    - Security staff oversight

# Event Delivery & Key Learnings

- Congestion Points/Bottlenecks
  - Pedestrian/cyclist conflicts
    - Relocate bike valet
    - Incentivize usage of event shuttles
    - Utilize other areas of the park to support event
  - Unexpected high use of car sharing services
    - Establish dedicated location for car sharing services
  - Long waits for public transit
    - Closer collaboration with Translink to enhance bus service to the park







## *Event Delivery & Key Learnings*

- Other Follow-up Issues
  - Flow/capacity issues between two largest stages
  - Additional turf protection
  - More portable washrooms
  - Increased pathway lighting & directional signage
  - Improved planning/execution during load-in/load-out
  - More frequent communication with park stakeholders
  - Increased coordination between Park Board business areas



# *Event Delivery & Key Learnings*

- Stakeholder Feedback
  - Enthusiastic response from festival attendees, artists & suppliers
    - Over 80 letters of support; strong feedback on social media
    - Festivalgoer satisfaction 4.25 out of 5
    - 81% of respondents agreed “event makes Vancouver a better place...”
  - Positive feedback and response from Host Nations
  - Positive feedback from tourism agencies, BIAs & businesses
  - Park stakeholders largely supportive of event





## *Event Proposal*

- Seeking approval to add this event to annual calendar
- Future festivals would be delivered in same manner as 2018 event (daily attendance increased to 25,000)
- Key conditions
  - Event subject to annual review by Park Board and Host Nations
  - Board approval required for any major changes to event delivery
  - Park Board reserves right to remove festival from annual calendar

# Key Event Parameters

- Event set-up/tear-down
  - Phased set-up would require 10 to 12 days (with 7 day lockdown period)
  - Tear-down would take 5 days
- Field preparation
  - Pre-event plan (strengthen)
  - Post-event plan (restore)
- By-law compliance
  - Event Producer responsible for attendee compliance
  - Robust program to inform and enforce by-laws





# Conceptual Site Plan



## ***Event Benefits***

- Large scale engagement through music, food & art
- Unprecedented integration of Indigenous representation throughout event
- Support for local musicians/artists
- Delivery of long term legacies
- Charitable partnerships
- Collaboration with park stakeholders
- Important incremental revenues
- Regional economic benefits





**Musqueam  
Indian Band**



**Squamish  
Nation**



**Tsleil-Waututh  
Nation**

## ***Other Considerations***

- Future festival has been reviewed and conditionally approved by FEST Committee
- Park Board archaeologist is supportive of the proposed initiative
- No ground disturbances required to host the event
- Proposal is currently being reviewed by MST; will only move forward with the support of the Host Nations



# Summary

- Inaugural SKOOKUM Festival established a new marquis event for the city
- Despite some operational issues, typical of first year events, the festival was a strong success
- Areas for improvement were identified and solutions developed
- Staff have considered this application carefully; confident event can be executed successfully and as intended





## ***Recommendation***

- A. **THAT** the Vancouver Park Board receive for information the report back on the 2018 SKOOKUM Music Festival as outlined in this report; and
- B. **FURTHER THAT** the Board approve the addition of the SKOOKUM Music Festival to the annual Calendar of Major Special Events starting in 2020.

